

Comparisons of Job Characteristics

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Sales Managers (11-2022)

- Compare Knowledge
- Compare Skills
- Compare Abilities
- Compare Detailed Work Activities
- Compare Tools and Technologies

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 87

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Sales Managers (11-2022)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Sales and Marketing	5.2	21.6	21.6	0	Current knowledge level may be sufficient
Customer and Personal Service	11.3	17.8	17.5	0	Current knowledge level may be sufficient
Administration and Management	8.4	14.7	7.3	<<	Extensive education and/or training may be required
Personnel and Human Resources	5.6	12.4	3.9	<<	Extensive education and/or training may be required
Economics and Accounting	4.4	9.8	5.6	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 86

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Sales Managers (11-2022)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Monitoring	9.9	14.9	9.5	<<	Extensive development of skills in this area may be required
Social Perceptiveness	9.1	14.6	12.7	<	A higher skill level may be required
Persuasion	7.4	14.2	14.1	0	Current skill level may be sufficient
Coordination	9.1	13.8	9.8	<<	Extensive development of skills in this area may be required
Management of Personnel Resources	6.9	13.3	5.6	<<	Extensive development of skills in this area may be required
Service Orientation	7.9	12.6	12.0	0	Current skill level may be sufficient

Time Management	8.9	12.6	10.0	<	A higher skill level may be required
Negotiation	6.8	12.0	11.6	0	Current skill level may be sufficient
Systems Evaluation	6.4	11.9	6.7	<<	Extensive development of skills in this area may be required
Systems Analysis	6.5	11.4	7.3	<<	Extensive development of skills in this area may be required
Management of Financial Resources	3.3	9.6	4.5	<<	Extensive development of skills in this area may be required
Management of Material Resources	3.7	7.3	3.8	<<	Extensive development of skills in this area may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities	Similarity of Focus Occupation to Associated Occupation: 94									
Focus Occupation: Advertising Sales Agents (41-3011)										
Associated Occupation: Sales Managers (11-2022)										
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation						
Oral Comprehension	12.5	15.7	12.8	<	Some improvement in abilities may be required					
Speech Clarity	10.2	14.0	13.9	0	Current ability level may be sufficient					
Written Expression	9.8	13.6	10.6	<<	Extensive improvement in abilities may be required					
Speech Recognition	9.9	13.2	13.3	0	Current ability level may be sufficient					
Deductive Reasoning	10.6	13.0	10.8	<	Some improvement in abilities may be required					
Originality	7.6	12.6	9.2	<<	Extensive improvement in abilities may be required					
Fluency of Ideas	7.6	12.2	10.7	<	Some improvement in abilities may be required					
Number Facility	6.3	9.5	7.7	<	Some improvement in abilities may be required					
Memorization	5.6	8.6	6.1	<<	Extensive improvement in abilities may be required					

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common	Similarity of Focus Occupation to Associated Occupation: 88
Focus Occupation: Advertising Sales Agents (41-3011)	
Associated Occupation: Sales Managers (11-2022)	
Work Activities	Exclusivity of Activity
Advise clients or customers	19
Conduct sales presentations	75

Determine customer needs	80
Make presentations	13
Monitor consumer or marketing trends	74
Provide customer service	14
Sell products through advertising	95
Use knowledge of sales contracts	80
Use knowledge of written communication in sales work	69
Use public speaking techniques	13
Write sales or informational speeches	82

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 93

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Sales Managers (11-2022)

Tools and Technologies	Exclusivity
Business function specific software	1
Computers	1
Content authoring and editing software	1
Data management and query software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.